A Glimpse into the Future

The increasing speed of change affects not only you but also your entire company. Many basic areas such as the business model and organizational structure need to be adapted. Pascal will give you an outline of the changes your company is facing.

Learning contents

- **Corporate culture and focus**
- **Teams and management**
- **Development process and data**

Alright, what does it mean for you and your company?

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First: speed.

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The speed of exponential change we see in the world does effect your business.

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And it will have an effect on the organizational structure,

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and your business models, which all need to change.

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There is a real need for you to adapt.

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But fear not: you're in a good shape here.

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We developed this model where we actually believe

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that what we're seeing in the world is that the business models change,

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and because the business models change,

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the operational models will change, so, the way you do business.

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That has an effect on your organizational model, so where you organize yourself.

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And then it goes down to culture, as well as your personal leadership.

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And of course these layers are interwoven.

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Let's talk a little bit about your culture.

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I believe it's really important to understand that,

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because, you know, most of us, we get the business model,

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and we get the operational model,

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but culture is such a weird, intricate thing and we need to think about that.

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I believe we are moving into a world, rapidly, where culture is really focused on transparency.

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Sharing information across the organization and being open about it,

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and empowering your employees.

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We need to have a different way to look at failure.

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We need to embrace - not failure, but learning and have tolerance for it.

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We need to become more collaborative, in our culture we need to work together,

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we can't work in silos anymore and that requires trust.

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Ultimately, we need to build cultures of trust.

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And it has effects on the way we organize ourselves,

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the way you think about your teams.

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They need to become small and dynamic,

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fast moving, cross-functional and independent in the decision making.

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You will need to have a really strong customer focus,

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so you're not thinking in product terms, but thinking about your customer.

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And it also means we need to become more, much more data driven.

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Don't go by your gut!

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It's not as well as looking at the data and figuring that out.

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And this also poses new challenges to our management.

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I believe what management has to do is:

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Management has to define and live, what we call the 'Massive Transformative Purpose'.

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A purpose, a goal, a direction for the company.

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And we need to then inspire our people, our employees, our partners

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to follow that mission.

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And our role as a manager is to remove the roadblocks.

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There is a lot ahead of us.

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But trust me: You'll be fine!

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There is an Indian proverb which says:

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'What is the best way to eat an elephant?'

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It's one bite at a time.

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And you just took the first step and your first bite.

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And this was my Masterplan.